



OnPoint
Analytics

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EDUCATION

Colorado State University, Fort Collins, Colorado
Ph.D. | 2008 |

University of Nevada, Reno, Nevada
M.S. | 2005 |

Universidad de Puerto Rico, Rio Piedras, Puerto Rico
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PROFESSIONAL EXPERIENCE

Associate Professor, Duke University School of Medicine, 2021–Present

Assistant Professor, Duke University School of Medicine, 2017–2021

Senior Research Economist, RTI Health Solutions, 2013–2017

Research Economist, RTI Health Solutions, 2008–2013

Research Assistant, Colorado State University, 2005–2008

Research Assistant, University of Nevada, 2003–2005

PUBLICATIONS

REFEREED JOURNALS

Gonzalez, J.M., Johnson, F. R., McAteer, H., Posner, J., & Mughal, F. (2017). Comparing preferences for outcomes of psoriasis treatments among patients and dermatologists in the U.K.: results from a discrete-choice experiment. *The British journal of dermatology*, 176(3), 777-785. doi:10.1111/bjd.14798

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FURTHER PUBLICATIONS

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Babalola, Olufemi, Richard Hass, John McAna, Manav Segal, Juan Marcos Gonzalez, and Olajumoke Fadugba. "Quantifying Patient Preferences for Treatments for Refractory Chronic Spontaneous Urticaria." *Journal of Allergy and Clinical Immunology: Global* (2025): 100468.

Veldwijk, Jorien, Semra Ozdemir, Michael Bui, Juan Marcos Gonzalez, Catharina GM Groothuis-Oudshoorn, Brett Hauber, and Tommi Tervonen. "Transferability of Preferences; for Better or?." *The Patient-Patient-Centered Outcomes Research* (2025): 1-4.

Sepulveda, Juan Marcos Gonzalez, Jui-Chen Yang, Alicja Mastylak, Elaine M. Wells-Gray, Landon Grace, and Stephen Fransen. "Quantifying Patient Preferences and Expectations About Diabetic Retinopathy Monitoring." *JAMA ophthalmology* 143, no. 2 (2025): 91-98.

Marsh, Kevin, Juan Marcos Gonzalez Sepulveda, Conny Berlin, Bennett Levitan, Marco Boeri, Catharina GM Groothuis-Oudshoorn, Norah L. Crossnohere et al. "What Next for the Science of Patient Preference? Interoperability, Standardization, and Transferability." *The Patient-Patient-Centered Outcomes Research* (2025): 1-8.

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Mohamed A.F., Johnson F.R., Gonzalez J.M., Balp M-M. Stated time-allocation, adherence, and health-outcome trade-off preferences in cystic fibrosis households. Poster presented at the 18th Annual International Meeting of the International Society for Pharmacoeconomics and Outcomes Research; May 2013. New Orleans, LA.

Davis K., Su J., Gonzalez J.M., Trudeau J.J., Nelson L., Hauber B., Hollis K.. Assessment of Satisfaction and Importance of In haler Attributes in Patients Using Combivent Respimat. Presented at AMCP's Nexus 2014 meeting; October 7-10, 2014. Boston, Mfu

Johnson F.R., Gonzalez J.M. Where patients stand depends on where they sit: Current health status and tolerance for therapeutic risks. Podium presentation at the Society for Medical Decision Making. October 2014. Miami.

Marshall D.A., Gonzalez J.M., Johnson F.R., Pugh A., MacDonald K.V., Douglas M.P., Phillips K. PND45-What are people willing to pay for whole genome sequencing information? Value Health. 2015;18(3):A285-6.

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Feldman S.R., Moller A.H., Ernloft Sand Gonzalez J.M.. The Relative Importance of Mode of Administration in Treatment Choices Among Patients With Psoriasis in the United States. Poster presented at the 2016 AMCP Annual Meeting; April 2016. San Francisco, CA.

Runken C. and Gonzalez J.M. Using patients' stated preferences for immunoglobulin therapies to evaluate administration features in current treatments. Poster presented at the 2016 IMMUNOLOGY Annual Meeting; May 2016. Seattle, WA.

Johnson F.R., Gonzalez J.M., Yang J.C., Weatherall, J., and Kymes, S. An Embarrassment of Riches: What Can You Do with 10,000 Observations? August 2019. 11th Meeting of the International Academy of Health Preference Research.

Gonzalez J.M., Reed, S.D.. Patient Preferences: Bridging Regulatory Decisions and Clinical Practice Podium presentation at the Virtual ISPOR Meeting; May 2020.

Gonzalez J.M., Hutyra C., Reed S.D., Johnson F.R., and Mather R. Constructing a Short-Form Discrete-Choice Experiment: Supporting Shared Decision-Making in the Treatment of First-Time Anterior Shoulder Dislocation Podium presentation at the Society for Medical Decision Making. October 2020.

Gonzalez J.M., Hutyra C., Reed S.D., Johnson F.R., and Mather R. "Constructing a Short-Form Discrete-Choice Experiment: Supporting Shared Decision-Making in the Treatment of First-Time Anterior Shoulder Dislocation." In 42nd Annual Meeting of the Society for Medical Decision Making. SMDM, 2021.

NON-REFEREED PUBLICATIONS

Gonzalez J.M., Craig B.M., Muhlbacher A.C. Choice defines value: using discrete-choice experiments to understand and inform health care decisions. ISPOR Connections. 2013;19(2):6-7.

Johnson F.R., Reed S., Gonzalez J.M. Letter to the editor regarding optimizing selection of biologics in inflammatory bowel disease: development of an online patient decision aid using conjoint analysis. The American Journal of Gastroenterology. 2018 Nov 1;113(11):1720-34.

Gonzalez J.M, Reed S.D., and Johnson F.R. "Stratified psoriasis treatment plans: why is patient preference information needed?" The British journal of dermatology (2021).

NON-AUTHORED PUBLICATIONS

Medical Device Innovation Consortium Patient Centered Benefit-Risk Project Report. Available at: http://mdic.org/wp-content/uploads/2015/05/MDIC_PCBR_Framework_Web.pdf

CONSULTANT APPOINTMENTS

AbbVie

Amgen

Astellas

Bayer

Bayer Yakuhin

Bristol-Myers Squibb

Celgene

Center for Devices and Radiological Health, Food and Drug Administration (CDRH)

Center for Biologics Evaluation and Research (CBER)

Fractyl

Genentech

GlaxoSmithKline

Grifols

Janssen

Johnson & Johnson

LEO Pharma

Lumata Health

Lundbeck Otsuka

Merck

National Institutes of
Health Pfizer

US Anti-Doping Agency

US Food and Drug Administration

SCHOLARLY SOCIETIES

International Society for Pharmacoeconomics and Outcomes Research (ISPOR)

Founding Member of the International Academy of Health Preference Research (IAHPR)

Chair of the Board at the International Academy of Health Preference Research (IAHPR)

PROFESSIONAL AWARDS AND SPECIAL RECOGNITIONS

Southern Economics Agricultural Association Outstanding Journal Article – 2009

RTI International Early Career Author Award – 2013

RTI International Highly Published Author Award – 2011, 2012, 2013, 2014 and 2015

EDITORIAL EXPERIENCE

Member of Editorial Board -- The Patient: Patient-Centered Outcomes Research

ORGANIZATIONS AND PARTICIPATION

International Society for Pharmacoeconomics and Outcomes Research (ISPOR) - Member, ISPOR Task Force on Modeling Methods for Conjoint Analysis Data, 2013-2016

ISPOR Stated Preference Special Interest Group Chair

International Academy of Health Preference Research (IAHPR) - Founding Member and Member of the Board of Directors